

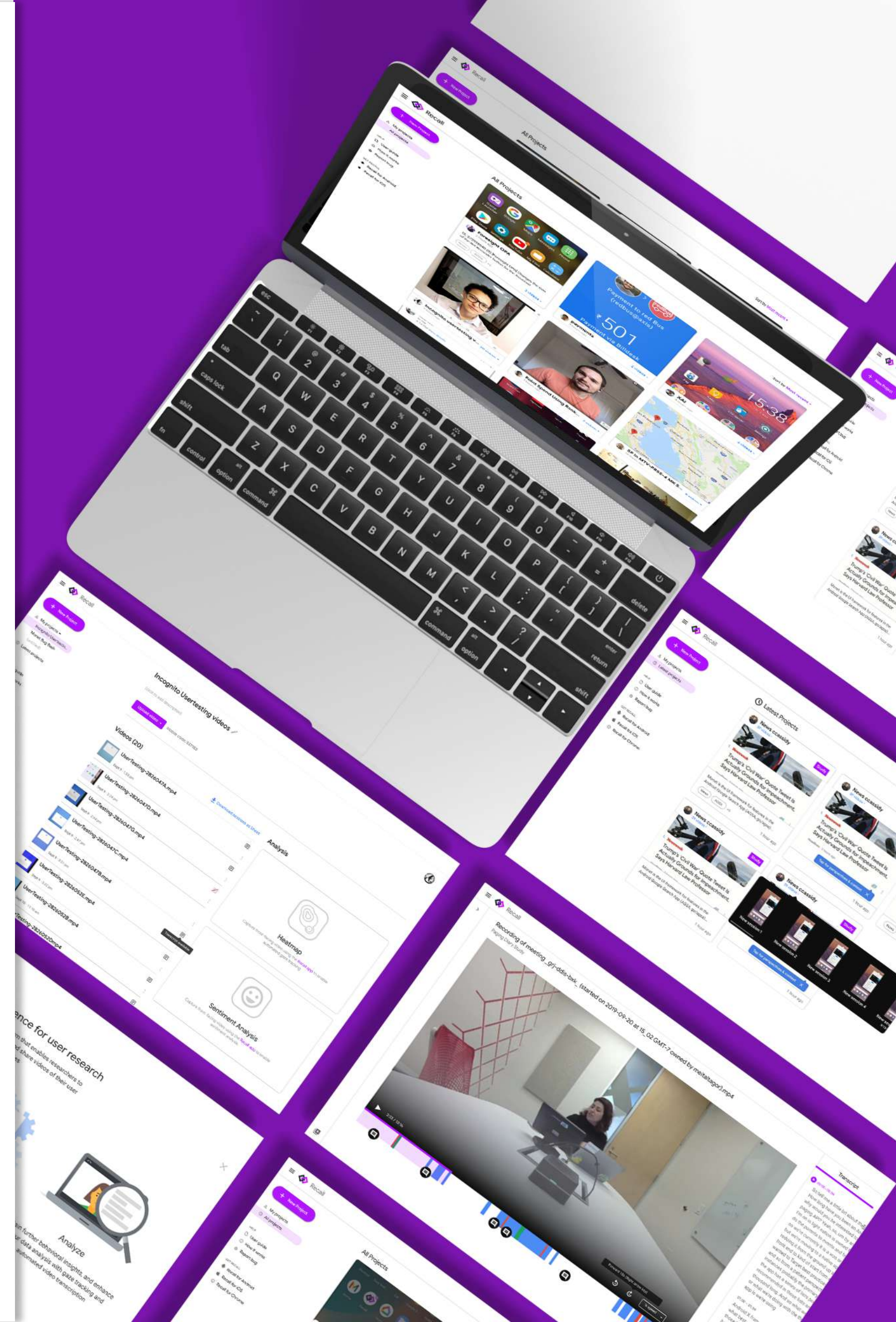


## CASE STUDY

# Recall

A video platform at Google that enables UX researchers to record, upload, analyze, and share videos of their user studies.

- Product Management
- Illustration
- UX Research
- Development
- UX Design





## ABOUT RECALL

Recall is an internal web app used by thousands of **UX researchers at Google** to record, store, and analyze user studies.

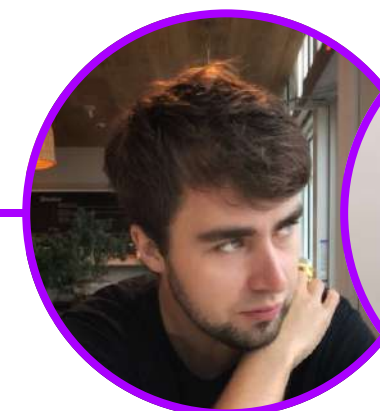
## THE TEAM



Design



Front end




Back end

The team was small filled those gaps and served as **UX researcher** and **designer, visual designer, illustrator**, and as an extra **front end developer**.

## THE PROBLEM

Recall wasn't built with design in mind. Pages and flows were disorderly. The app needed a **design foundation.**

## OBJECTIVES

Two large purple circles are positioned side-by-side. The left circle contains the text 'Lessen friction for current users' and the right circle contains the text 'Attract new UX researchers to Recall'.

Lessen friction  
for current  
users

Attract new UX  
researchers to  
Recall

The objectives of this redesign were twofold.

## STRATEGY

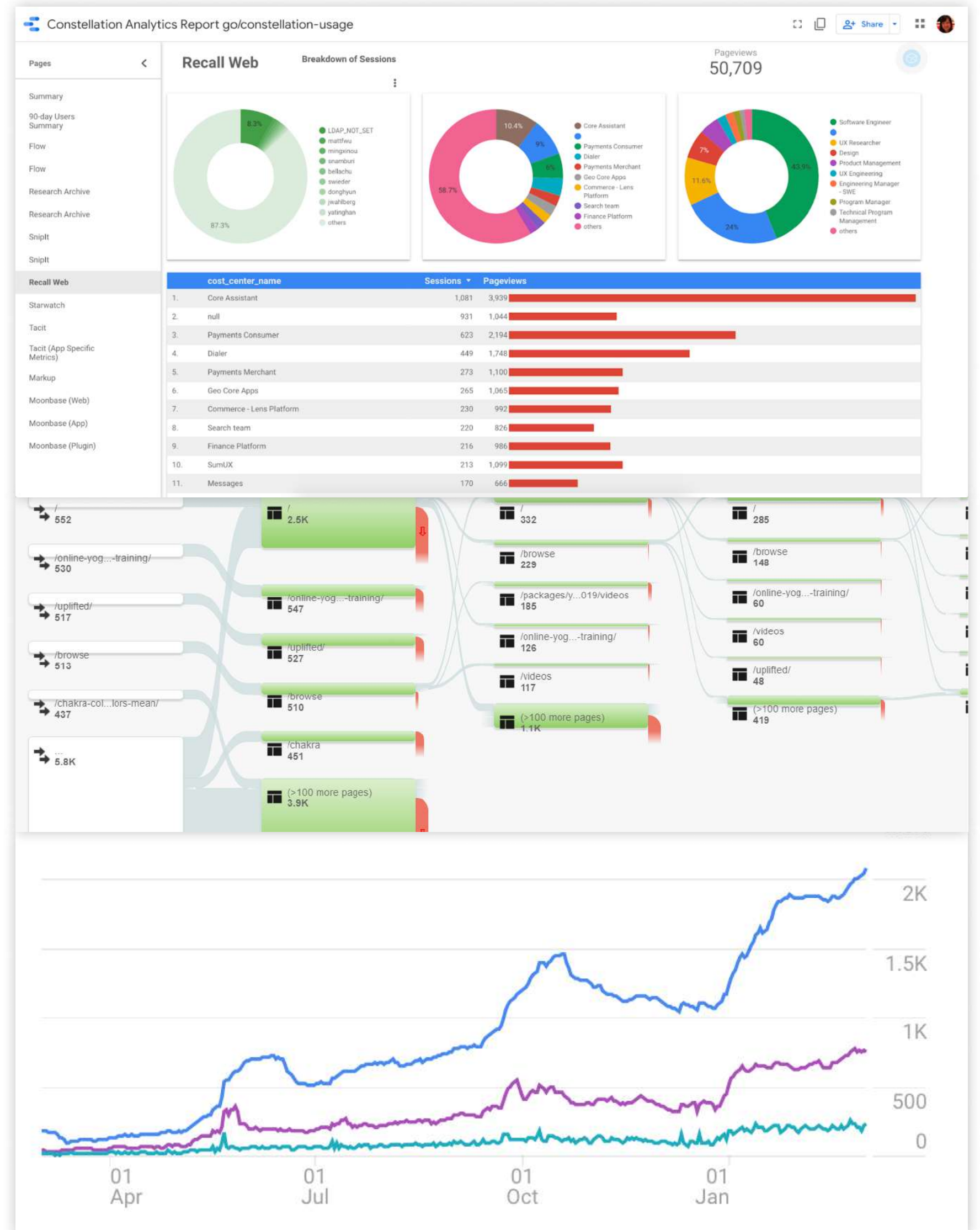
Find out users' **frustrations** and how Recall fits into the **market** of similar platforms.

Find out how we can try to capitalize on our niche to win over **new users**.

Refine the **visual design** of Recall to position ourselves as a polished product.

## QUANTITATIVE DATA

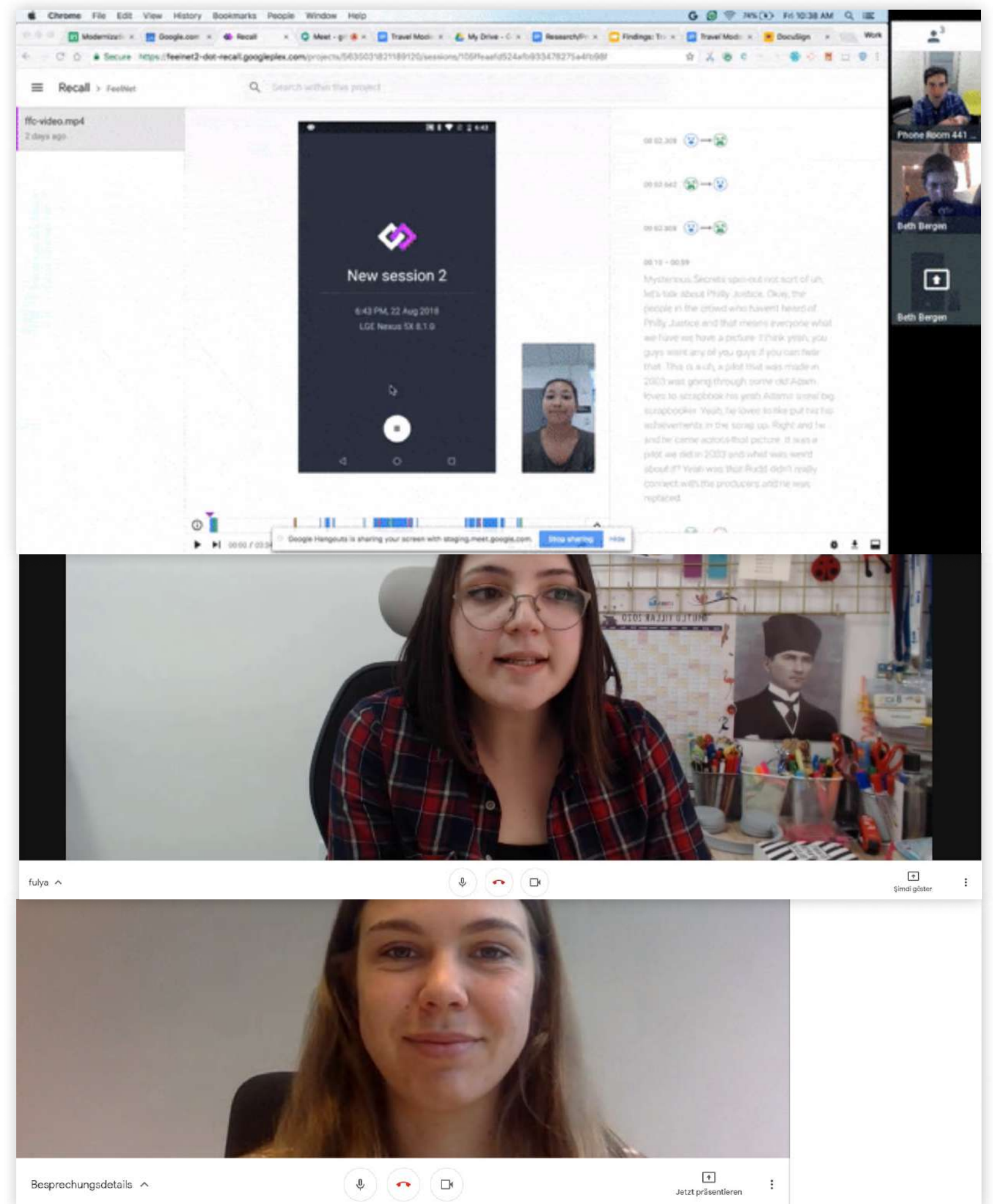
- Who are our users?
- Who are the most frequent users?
- Where are new users coming from?
- What are our users' stories/journeys?
- Where are users leaving Recall?





## QUALITATIVE DATA

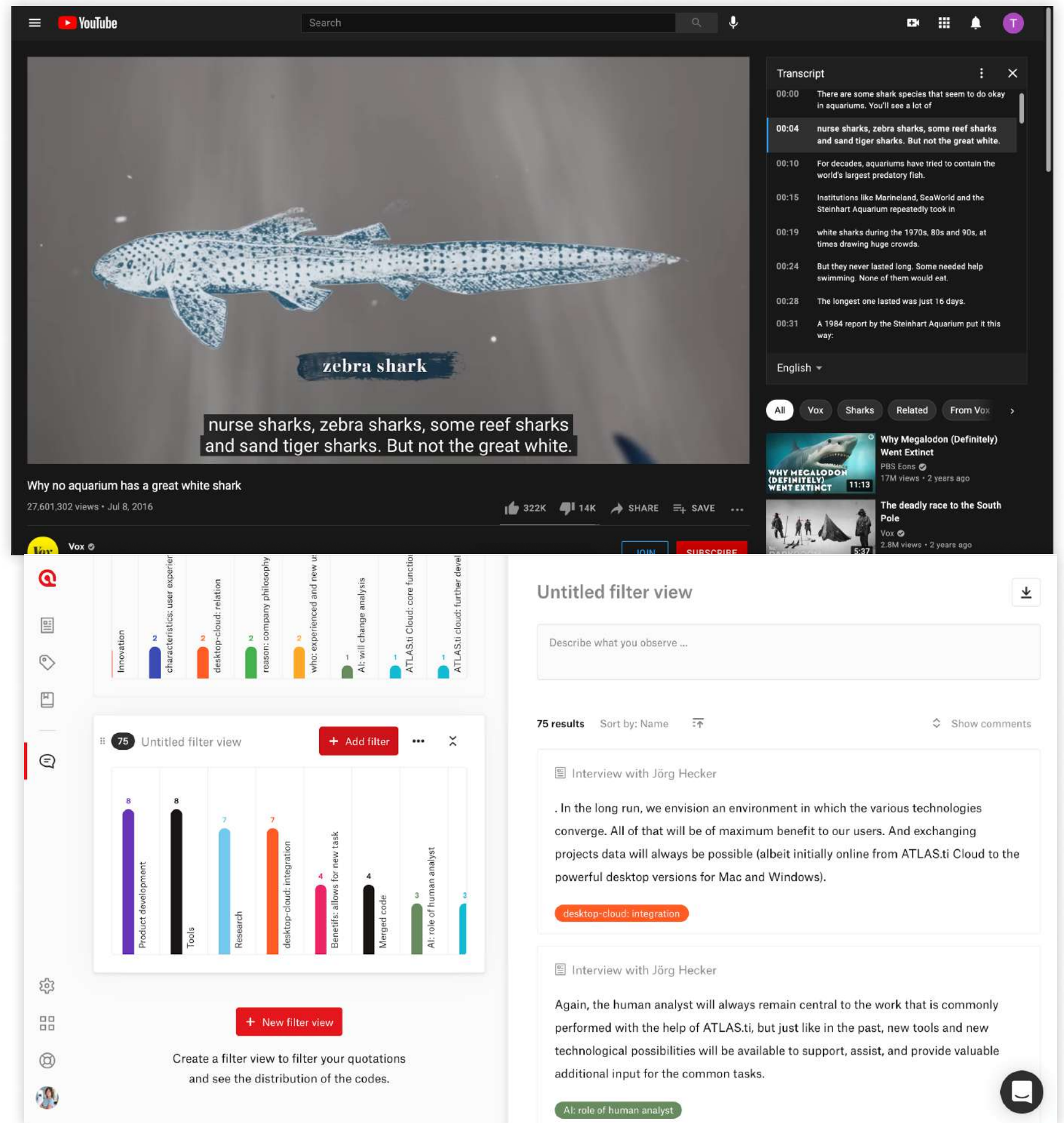
- What pain points are users experiencing?
- How does Recall compare to the competition?
- Why don't some users who record videos use Recall?
- What are users using Recall to do?



14 informal interviews with users, and 14 with other UXRs.

## COMPETITIVE ANALYSIS

- How do other platforms position elements like video, transcript, and related videos?
- How do other UX analysis tools present their info?
- What functionality exists in UX analysis software that isn't in Recall?
- What are other tools' main draws?



UI comparison with Youtube and flow comparison with ATLAS.ti.

## INSIGHTS

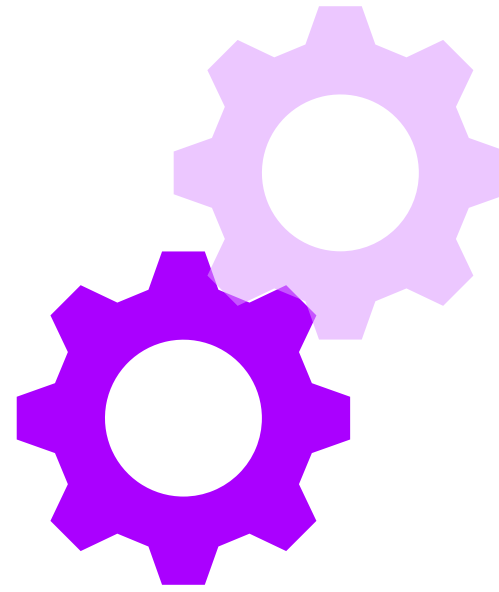


### Users feel disoriented

Users did not use the home page because it felt confusing

Home page had 90% drop-off

Users were not aware of most available features



### Automation is a big draw

Competing software required manual slow entry/tagging of all text

Only existing alternative to Recall was hiring people on Mechanical Turk



### Biggest pain point is errors

93% of interviewed non-user UXR's said they did not trust the transcription and it was unfixable

Users did not get notifications on failure and no retry functionality



## USER PERSONAS



# UX Researchers

Intended user group that most built-in functionality is for

Long videos, landscape orientation

Frustrated with processing errors

“As a UX researcher, I want to upload videos for automated transcription so that I can analyze studies much more quickly.”



# Engineers

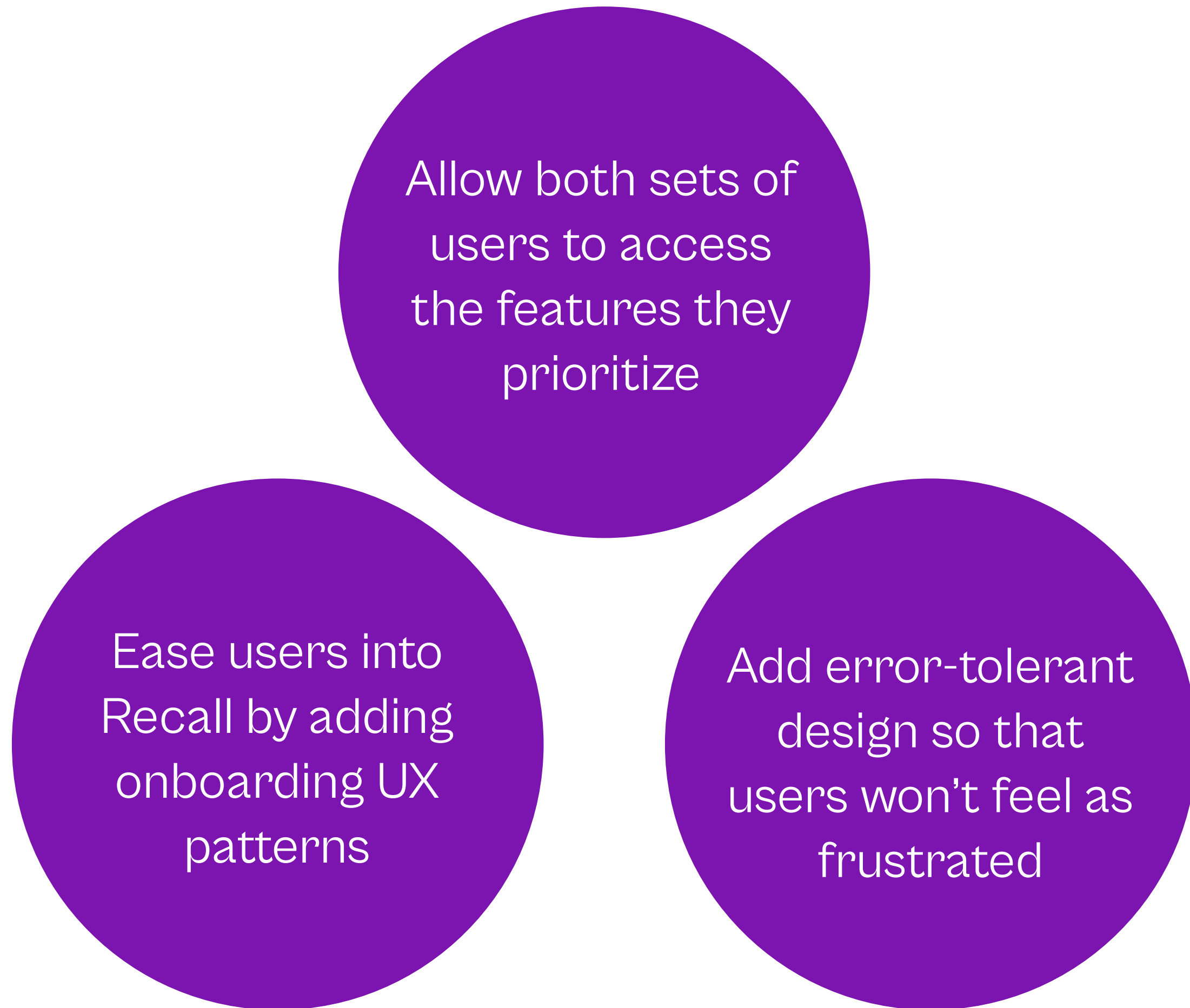
Unintended user group that was found using analytics

Short videos, mostly mobile orientation

Frustrated with uploading errors

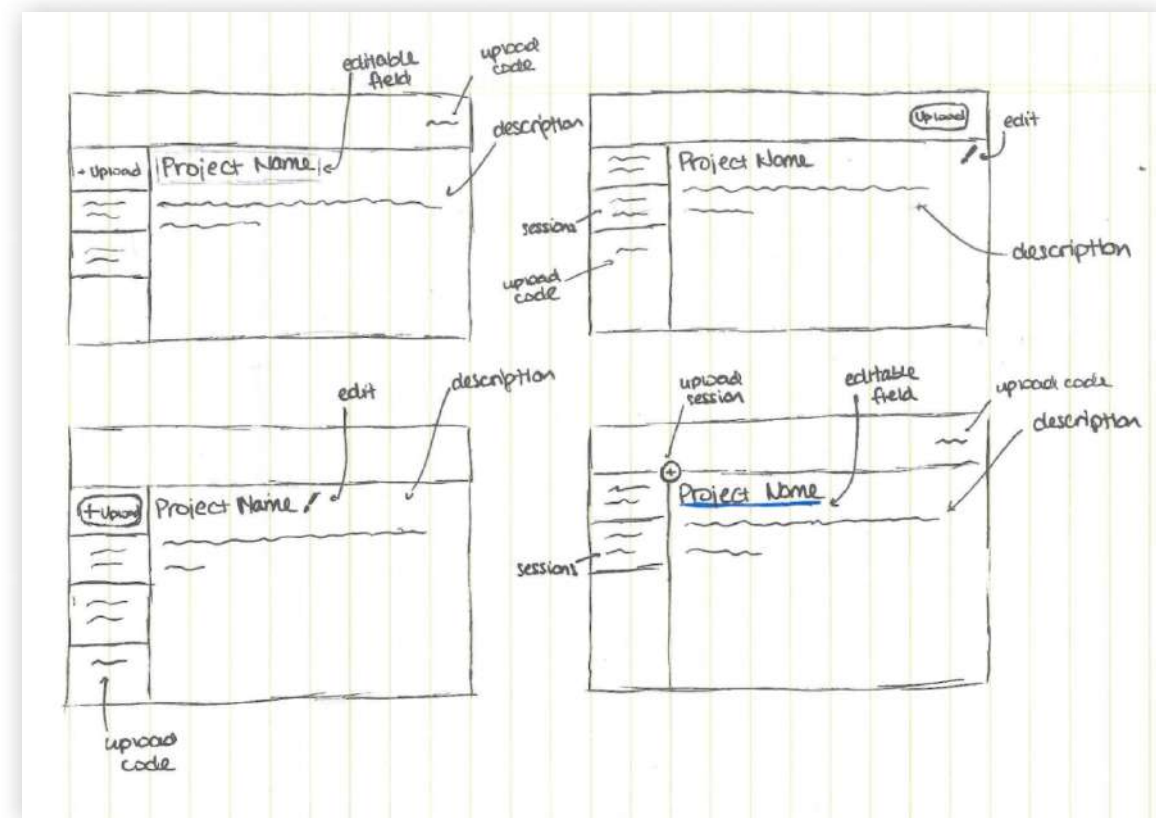
“As a software engineer, I want to upload clips of bugs on mobile apps I’m working on so that I can share with stakeholders.”

## GUIDING PRINCIPLES



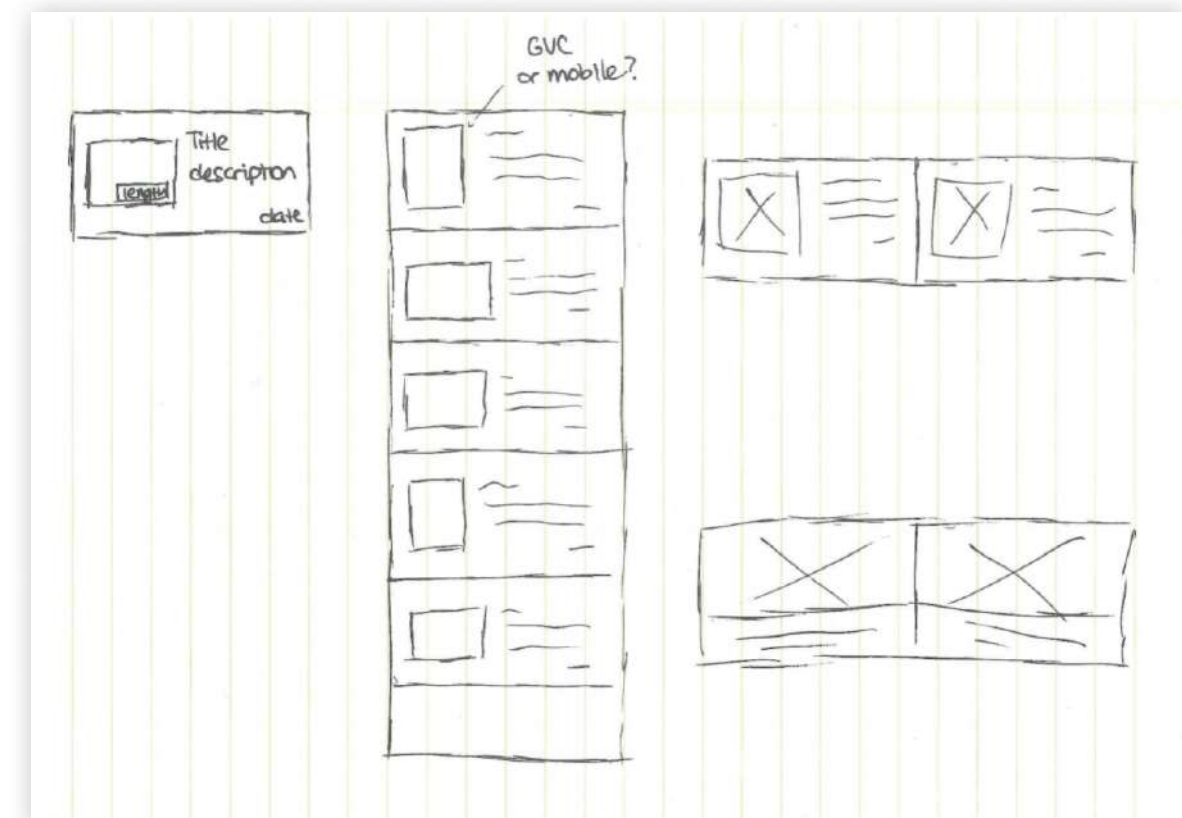
Guiding principles derived from insights to keep in mind going into the designing phase.

## WIREFRAMING



Initial wireframes for project page

Exploring choices of metadata and how it can be laid out



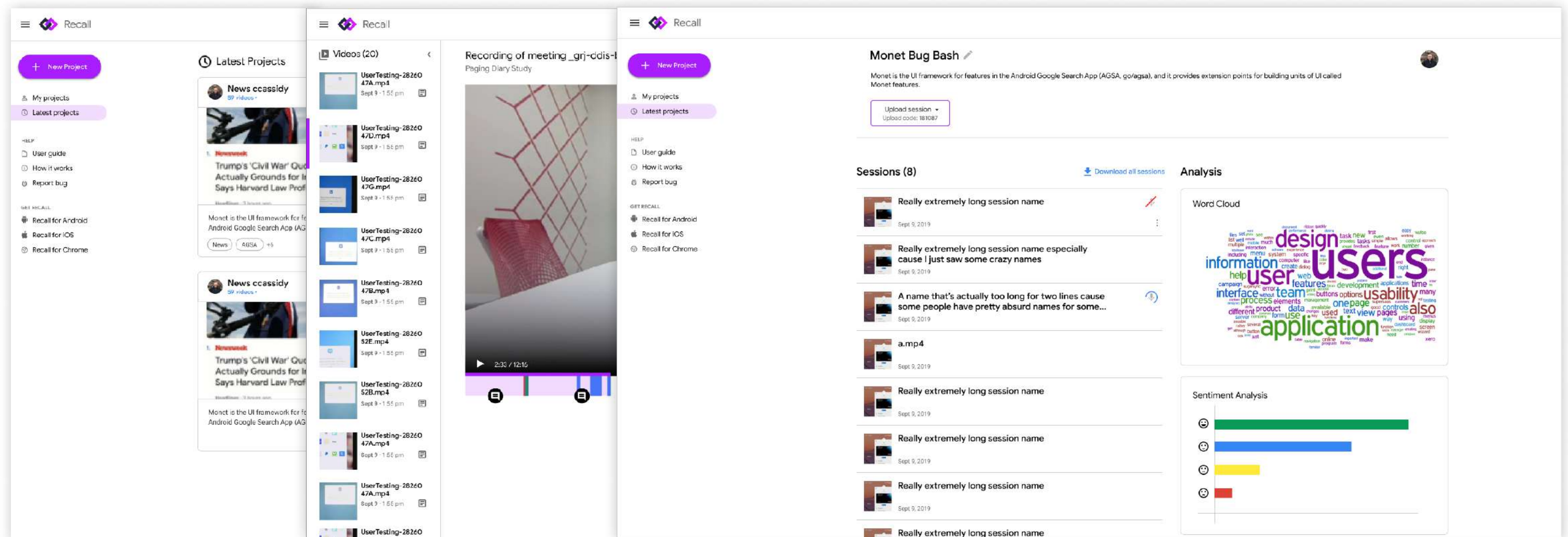
Initial wireframes for video list

Exploring portrait and landscape thumbnails, metadata choices



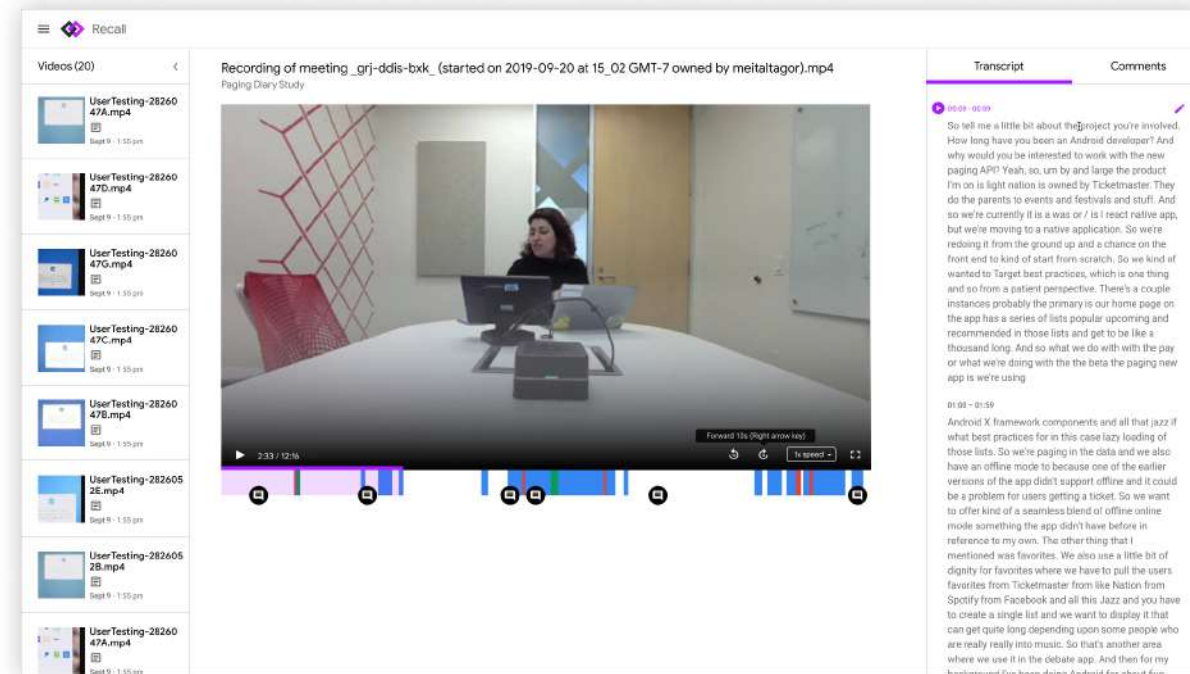
## DESIGN PROCESS

Wireframes validated with team members were made into high fidelity mocks, which then went into user validation testing.

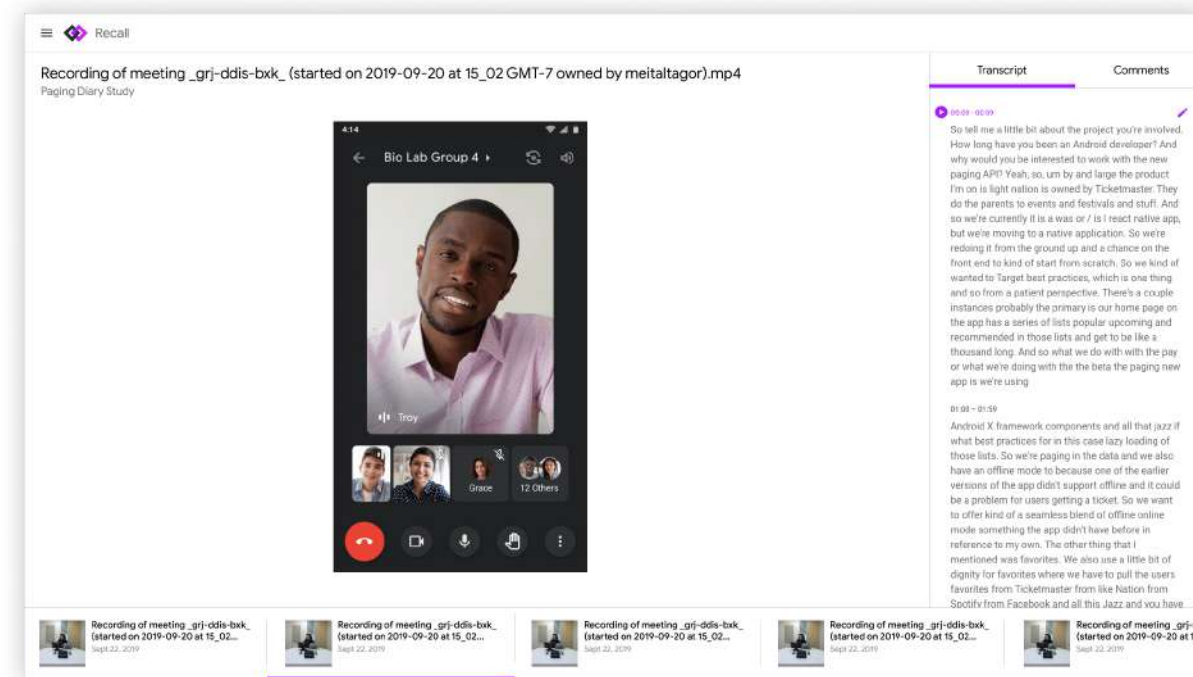
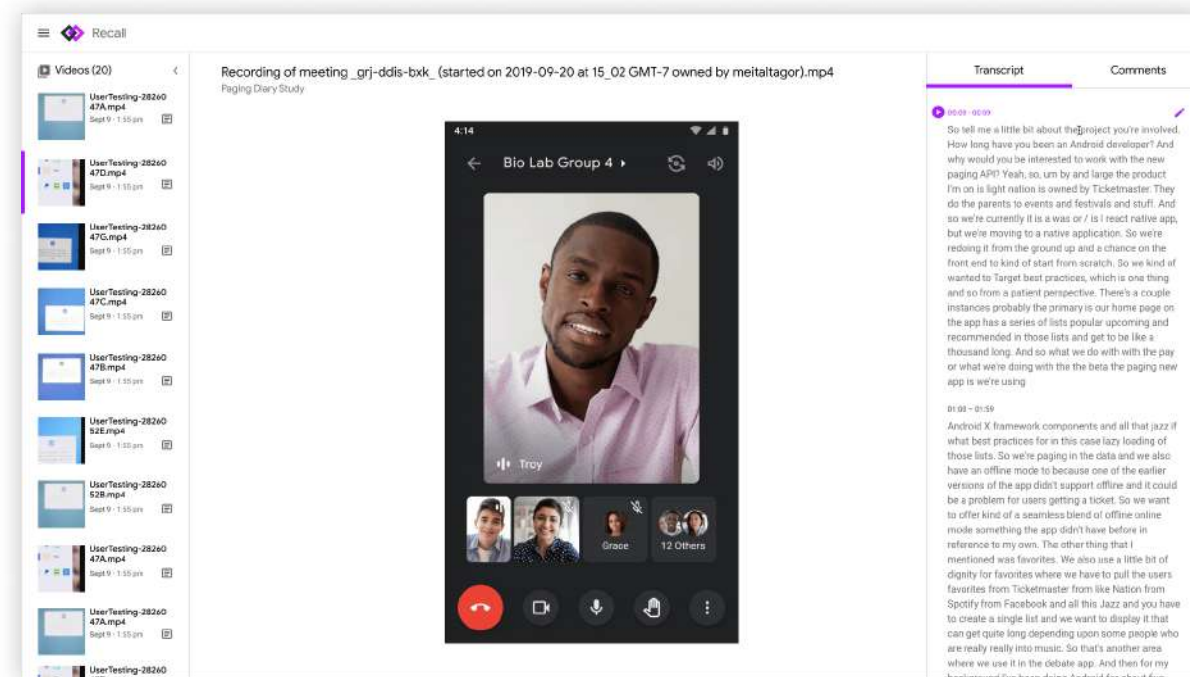
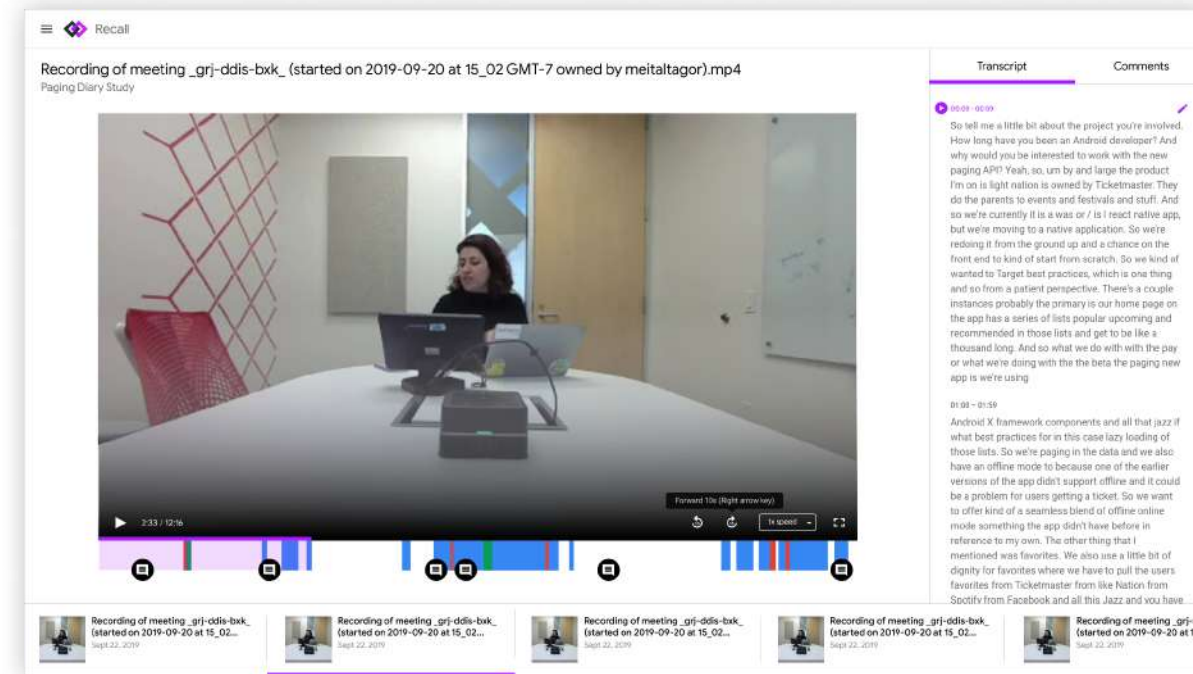


# USER VALIDATION TESTING

Before



After

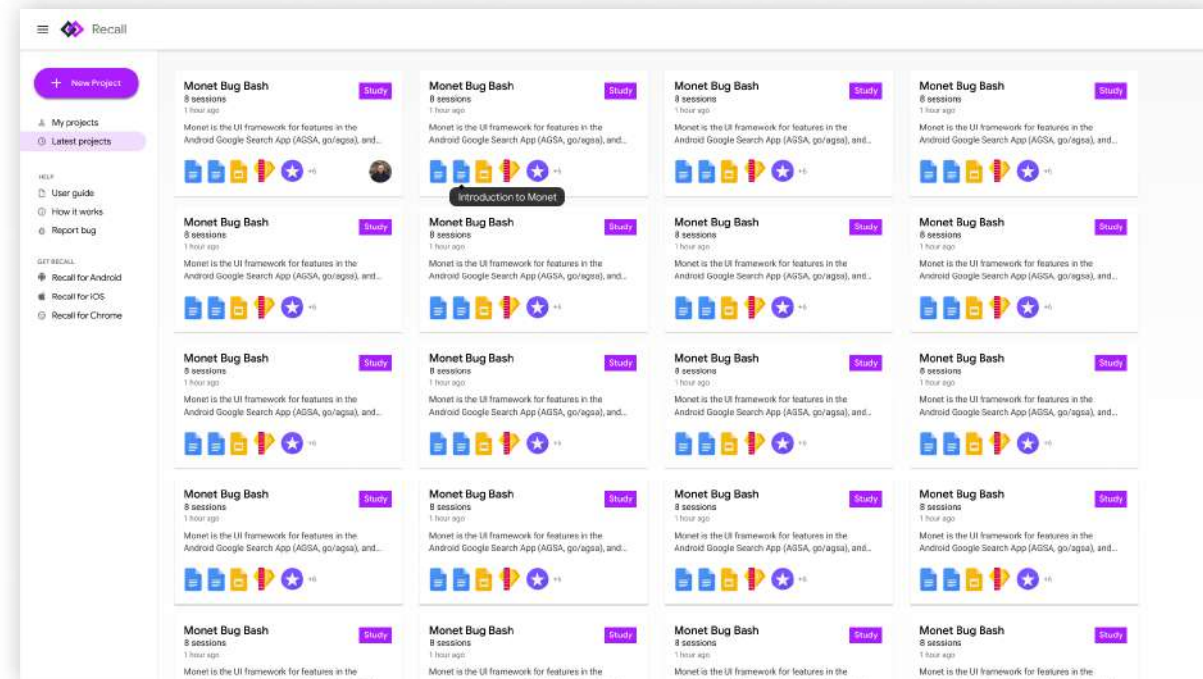


**Example:** Should the video list go on the side or on the bottom? I found that testing showed most users preferred the bottom, despite the side being a more common UX pattern. Researchers often use desktop videos, which fill the space better. Testing also showed engineers did not see much benefit in placing it on the side for their videos.

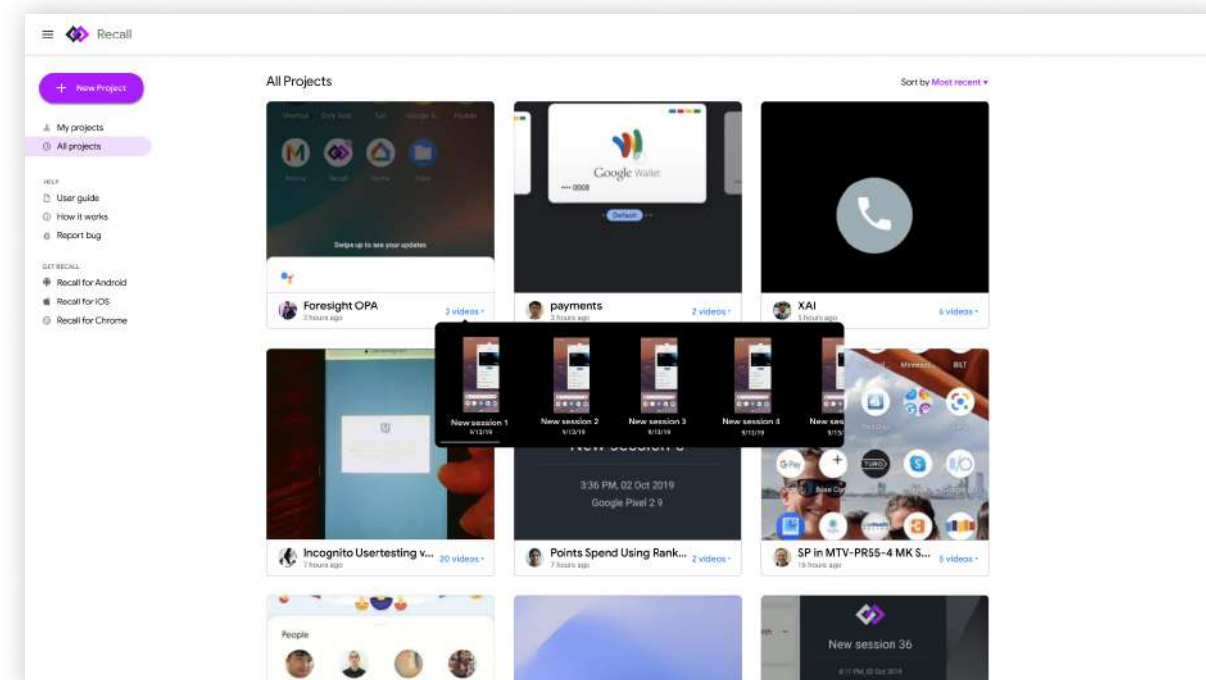
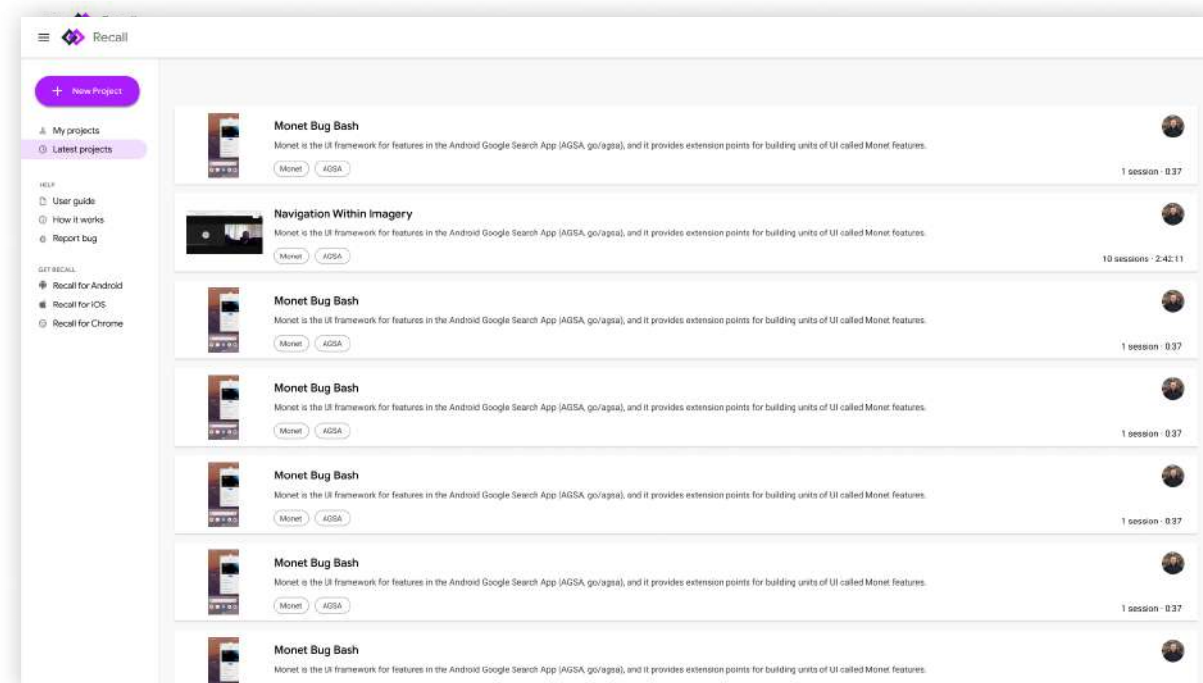
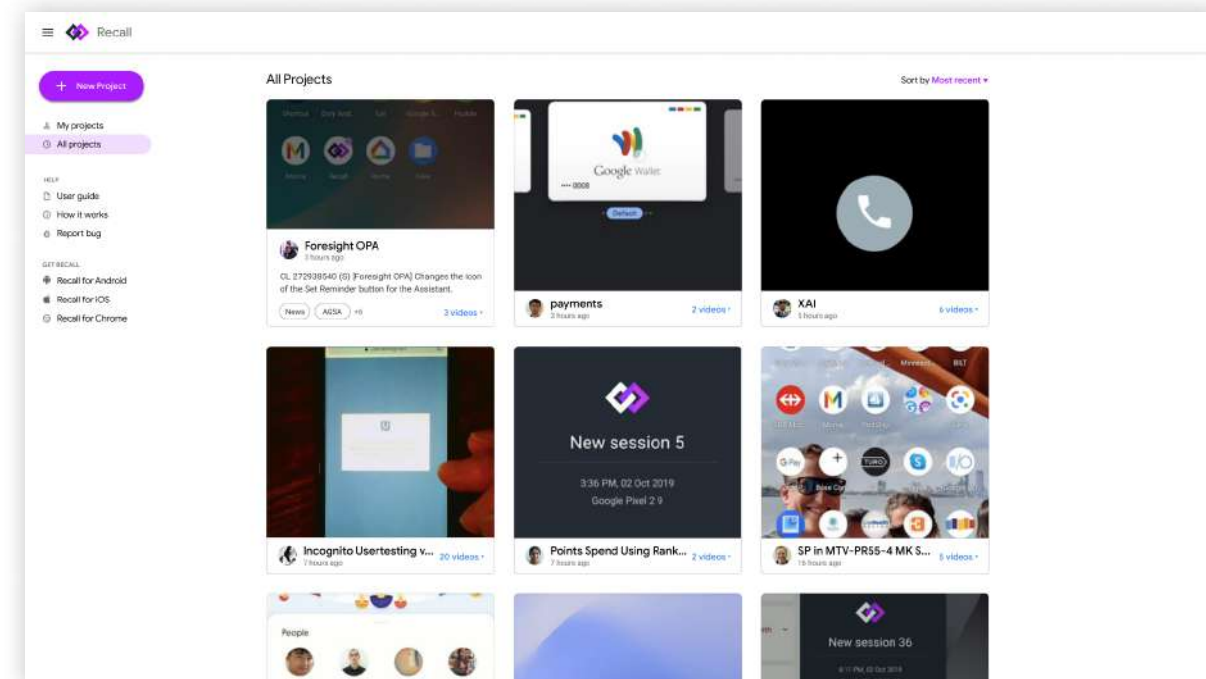


# USER VALIDATION TESTING

Before



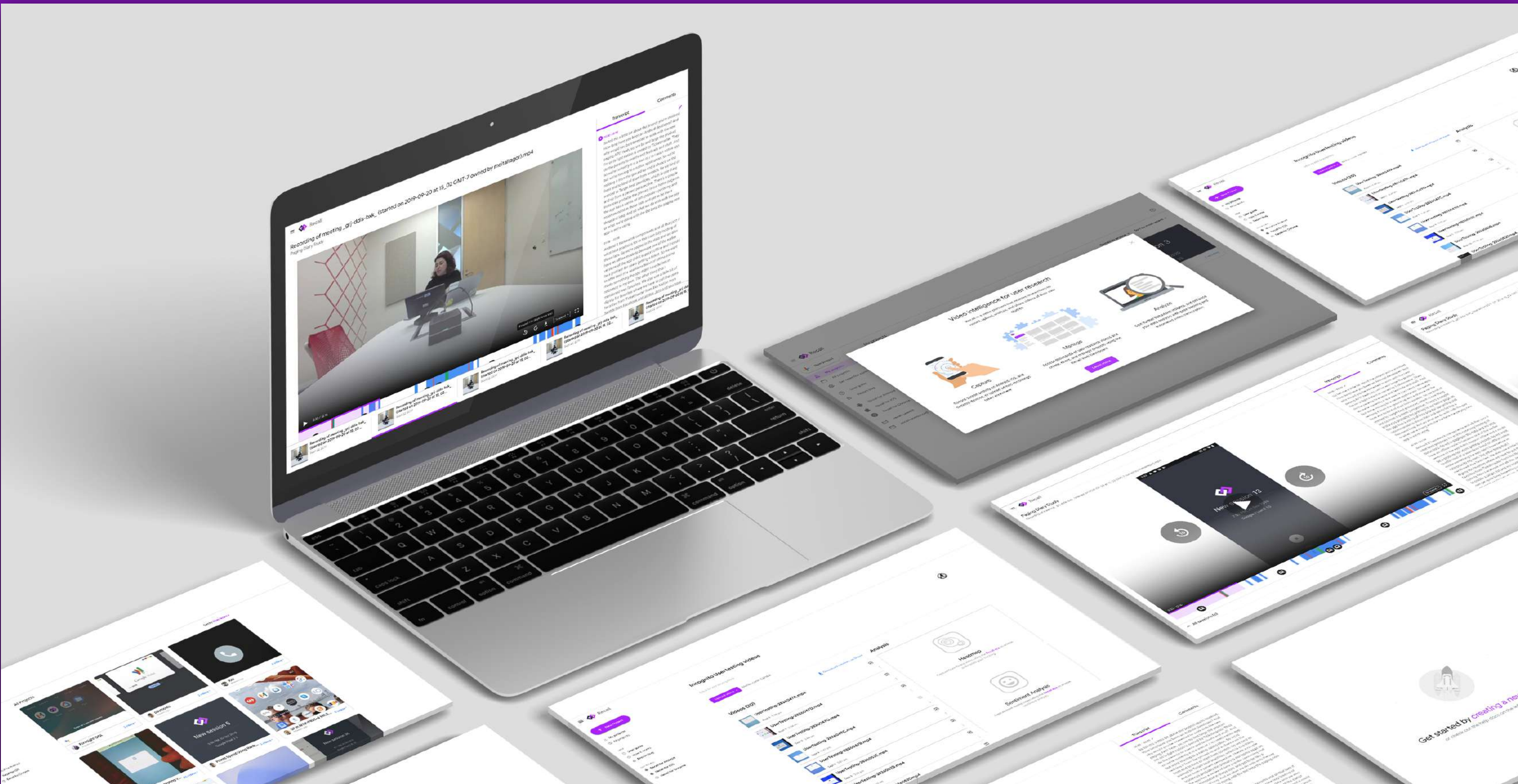
After



**Example:** Do users care about showing files? Do users care about seeing the full video image or only a crop as the thumbnail? My testing showed that users preferred seeing a crop that filled the space, even though it would be missing part of the image. My testing also showed that researchers felt related files do not belong in Recall.

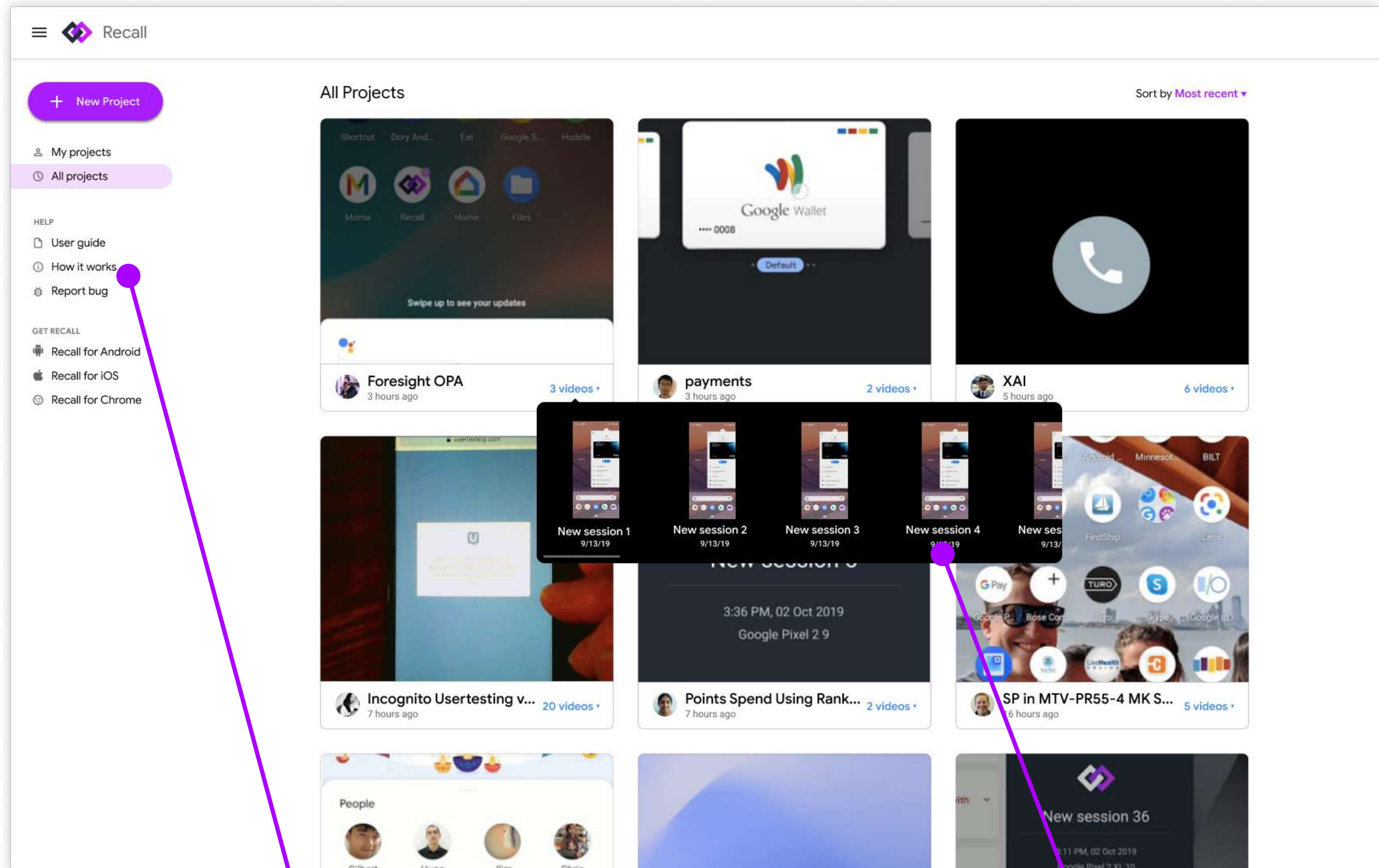


## FINISHED PRODUCT



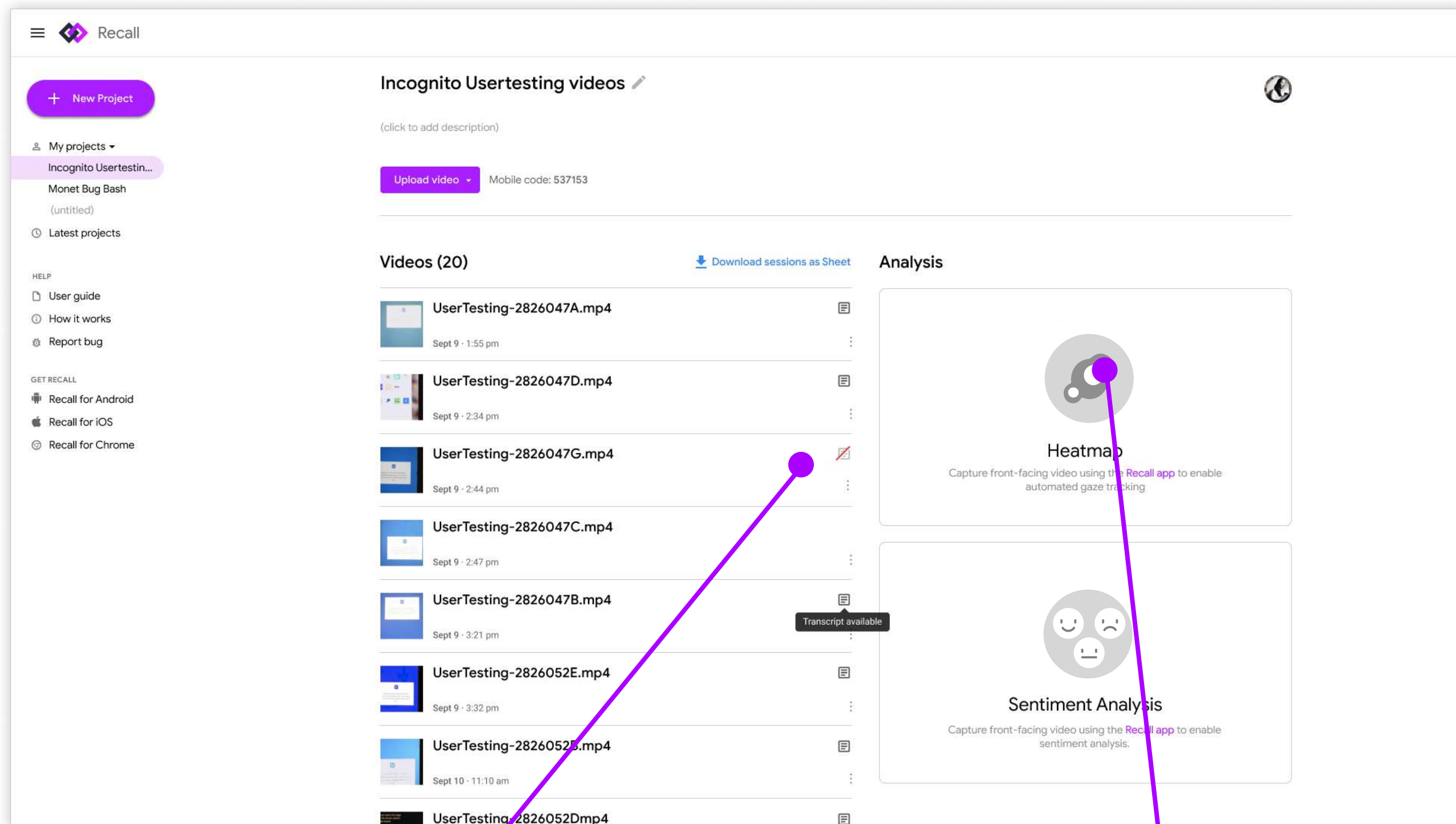
The entire process from initial ideation to final screens took about 3 months to complete.





I found that new users felt disoriented and couldn't find features landing on the homepage for the first time, so I made sure the user guide was surfaced at all times so that they could be eased into the product.

I learned that engineers wanted to keep their flow short and simple, so I added the ability to jump to an individual video. This allows researchers to access project-level metrics while not burdening engineers' flow.



I added icons to let users know at a glance if their automated analysis is in progress, completed, or failed. Users can retry on this screen to reduce frustration.

I created placeholder illustrations as empty states for a complete page to let new users know what functionality exists and how to access it.

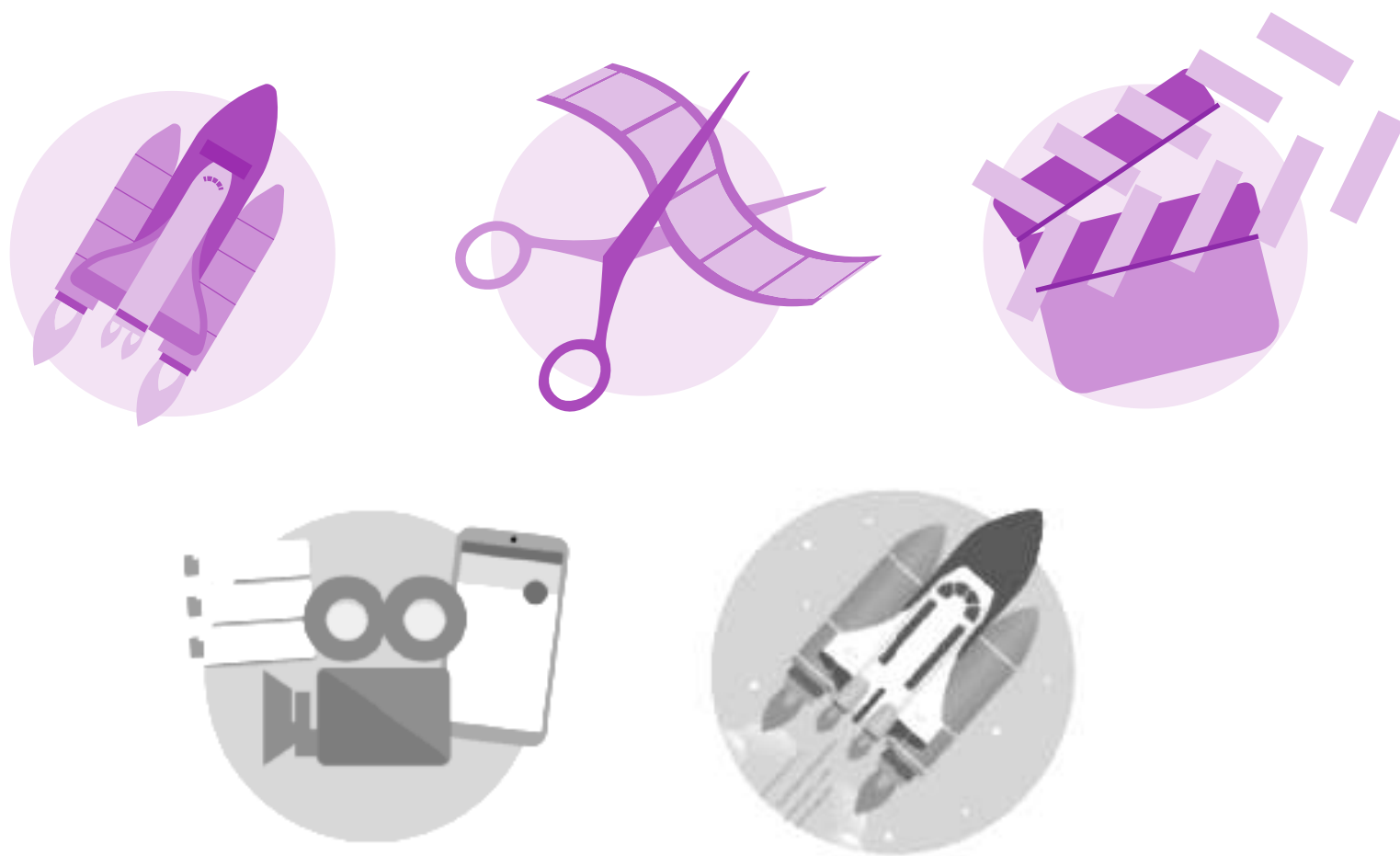


Recording of meeting\_grj-ddi  
(started on 2019-09-20 at 15\_00)  
Sept 22, 2019

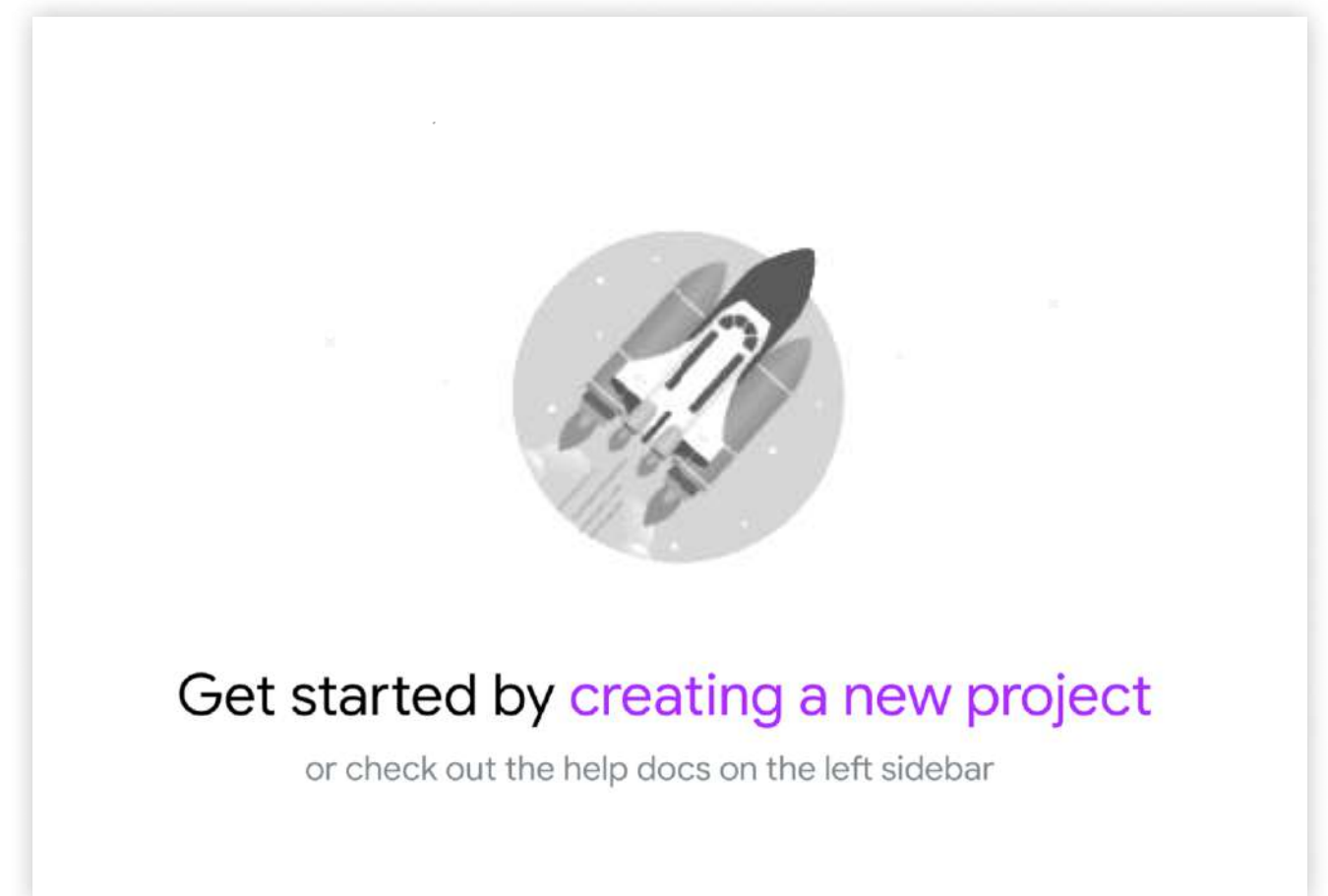
I discovered that researchers felt that the transcriptions were unreliable and unfixable, so I added transcript editing functionality to ease their frustrations.

## ILLUSTRATION

I made my own illustrations, extended from the standard Google illustration style.



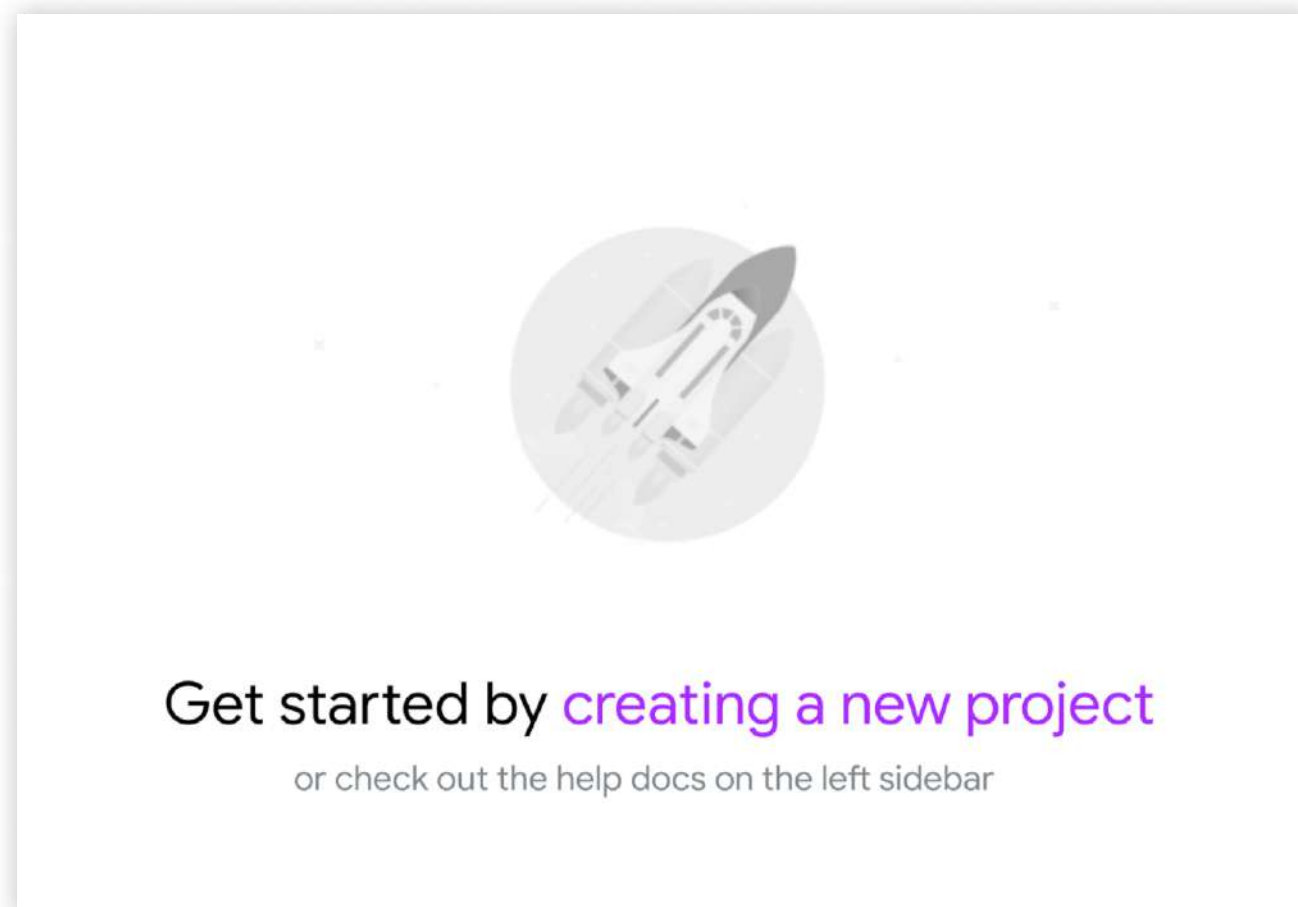
Example illustrations



Example illustration usage to complement empty state text

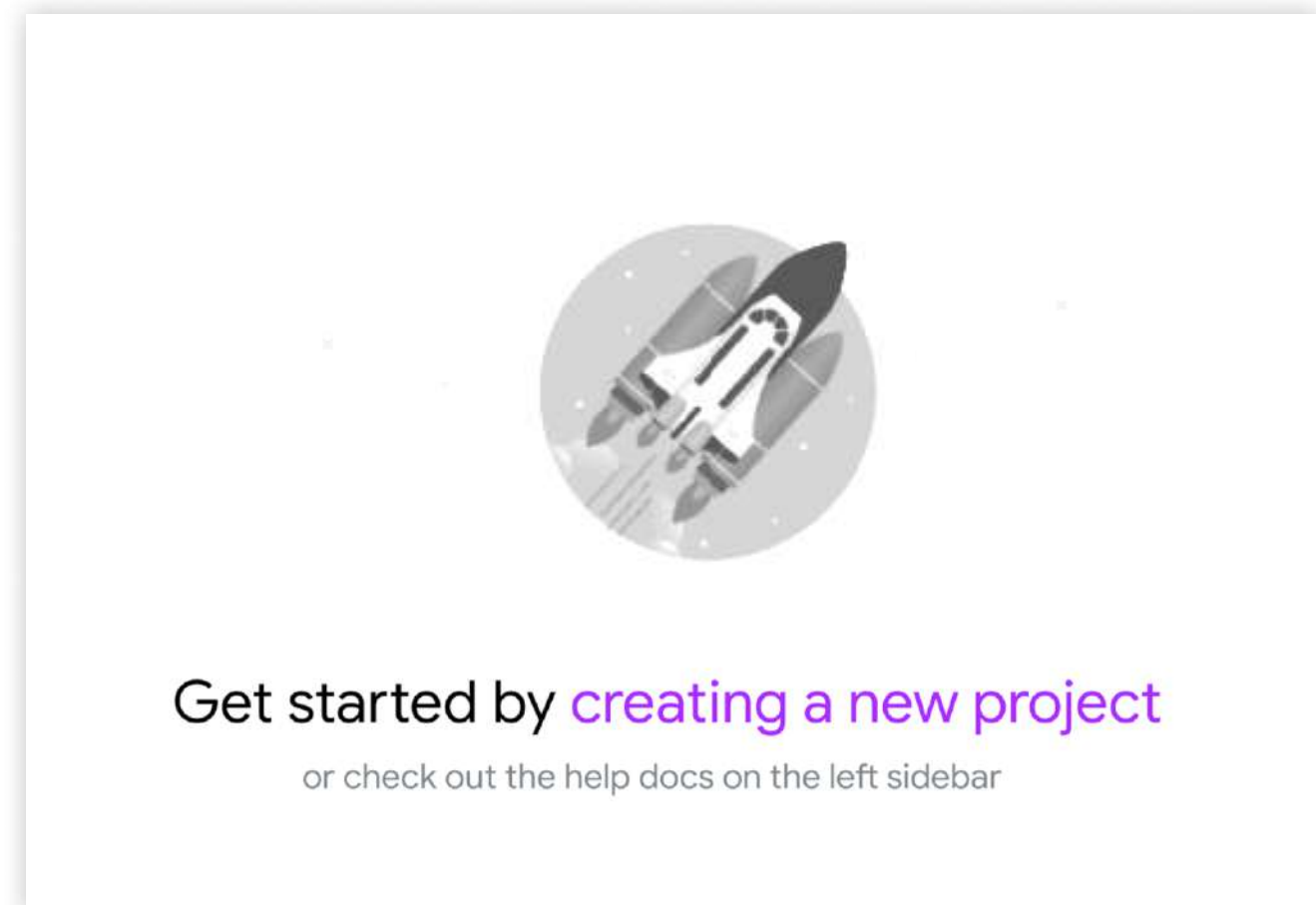
I did a full a11y audit of Recall to make sure everything was colorblind accessible and WCAG AA level accessible.

Fails AA level test



Contrast ratio: 1.16:1

AA level accessibility



Contrast ratio: 4.94:1



OUTCOME

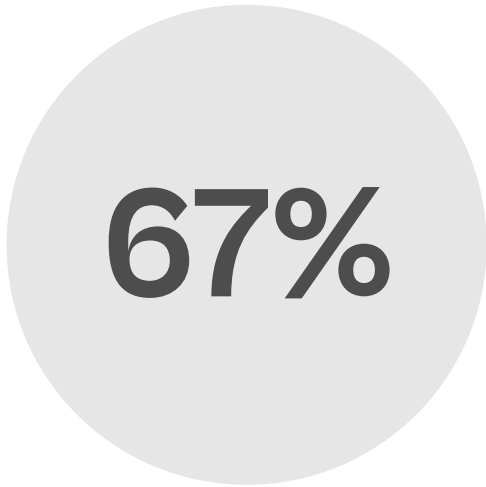
Homepage dropoff



Monthly active users



Qualitative satisfaction



Journey completion



“ Your beautiful work elevated our branding and creativity and will hopefully lead to higher engagement.

We sincerely appreciate your willingness to jump right in, conceptualize, and iterate with us.

”

-- Recall tech lead